

Business Operations Career Guide

A guide for general and operations managers, administrative services managers, human resources specialists, management analysts, market research analysts, and marketing specialists.



Finding Your Way to a Career: Business Operations

All businesses, from small entrepreneurs to multi-national corporations, must plan and implement strategies to thrive. Business operations professionals play a vital role in conducting administrative and managerial functions in these organizations. These professionals stay up to date on economic trends and regulations that impact the businesses they work for.

How to use this document to learn more.

As one of the Top 100 Hot Jobs for 2022, business operations is a promising occupation for job seekers in West Michigan. To find out if this might be a good career choice for you, use this Career Map to examine:

- Who might enjoy this kind of work.
- Qualifications needed in this career field.
- Growth potential and levels of pay.
- Valuable skills for this type of work.
- Common tools and technology used in this work.
- Occupations, responsibilities, and other job titles.

This information is drawn from national data and insights from West Michigan employers. It is meant as a starting point for job seekers and career coaches to work together in the exploration of meaningful and fulfilling careers.



Exploring Occupations in Business Operations

Business operations workers play a vital role in businesses large and small. From managing inventory or other organizational resources, to preparing budgets, to managing human resources activities, these professionals assist businesses in planning and executing operational strategies. Business operations workers must have excellent attention, communication, and problem-solving skills to support the organizations they work for.

The Path to Success

Who might enjoy this type of work?

People who work in the business operations field tend to enjoy:

- Working with projects, starting and carrying out tasks that provide solutions.
- Being the decision maker while leading a group of people.
- Following set procedures and routines.
- Working with data and details more than with ideas.
- Having a clear line of authority to follow.
- Mental problem solving.
- Working with ideas and using cognitive (thinking) skills.

People who do well in this work generally perform well in such areas as:

- Responsibility
- Achievement
- Adaptability
- Ingenuity
- Information Skills

Qualifications needed in this career field.

Sample certifications include:

Human Resources Specialist sample credentials:
SHRM Certified Professional

Growth potential and levels of pay.

In the West Michigan counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa, there were 15,293 business operations jobs in 2020. That number is projected to grow by at least 7% to 15,961 by 2025.

Valuable skills for this type of work.

Tasks and functions performed by business operations include:

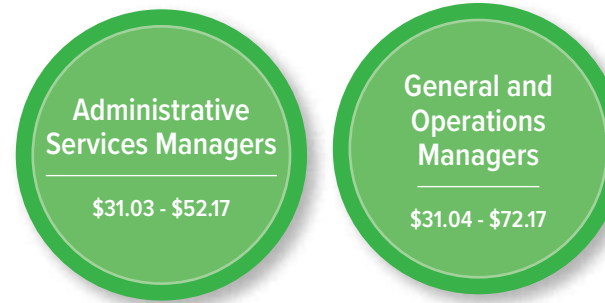
- Getting information.
- Making decisions and solving problems.
- Communicating with supervisors, peers, or subordinates.
- Organizing, planning, and prioritizing work.
- Establishing and maintaining interpersonal relationships.

Common tools and technology used in this work.

Tools: computers, phones, point of sale terminals

Technology: calendar or scheduling software, database management software, logistics and supply chain software

Wage ranges represent 25th - 75th percentile.
Timeframes represent the typical education and experience combined.
See page 6 for detailed description of occupations.



Mapping a Career:
Administrative Services Managers
General and Operations Managers
Human Resources Specialists
Market Research Analysts and Marketing Specialists
Specialists
Management Analysts

LESS THAN 2 YEARS

2-4 YEARS

5-9 YEARS

10+ YEARS

Business Operations: A Field Guide

Occupations, responsibilities and other job titles.

General and Operations Managers

Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors. Excludes first-line supervisors.

Examples of locally used job titles: business manager, general manager (GM), operations director, operations manager, plant superintendent, store manager

Administrative Services Managers

Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, and other office support services.

Examples of locally used job titles: administrative coordinator, administrative director, administrative manager, administrative officer, administrator, business administrator, business manager

Human Resources Specialists

Recruit, screen, interview, or place individuals within an organization. May perform other activities in multiple human resources areas.

Examples of locally used job titles: corporate recruiter, employment representative, human resources analyst (HR analyst), human resources coordinator (HR coordinator), human resources generalist (HR generalist), human resources representative (HR rep), human resources specialist (HR specialist), personnel analyst, personnel officer, recruiter

Management Analysts

Conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies, and prepare operations and procedures manuals to assist management in operating more efficiently and effectively. Includes program analysts and management consultants.

Examples of locally used job titles: administrative analyst, business analyst, employment programs analyst, management analyst, management consultant, organizational development consultant, program management analyst, quality control analyst

Market Research Analysts and Marketing Specialists

Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

Examples of locally used job titles: business development specialist, communications specialist, demographic analyst, market analyst, market research analyst, market research consultant, market research specialist, market researcher



West Michigan Works! is part of the statewide Michigan Works! system and the workforce development agency in West Michigan. We serve the employers and job seekers of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties.

We partner with employers, educators, economic developers and community organizations to create a qualified workforce that meets our region's current and future talent needs and fuels our shared economic future.

Learn more at: <https://www.westmiworks.org/>



CareerPoint helps students and job seekers find their place in the world of work by matching interests and abilities with training, support, and meaningful and rewarding careers.

By providing training and tools, CareerPoint supports the workforce professionals who help people navigate the West Michigan job market.

CareerPoint promotes evidence-based coaching to help students and job seekers discover and follow pathways to rewarding careers. This model follows seven steps to each participant's success.

Learn more at: <https://talnetcareerpoint.org/>